

ORDER

Orders
Order / Rev: 68390
Alt Order #:
Product Desc: ESTIMATE 12917
Estimate: 12917
Flight Dates: 10/29/12 - 11/06/12
Original Date / Rev: 10/25/12 / 10/25/12
Order Type: CIA - O

KUCW-TV

Primary AE: Office Accounts
Sales Office: SLC
Sales Region: Local

Agency
Name: Media Strategies & Research
Buying Contact:
Billing Contact:
 1580 Lincoln Street
 Denver, CO 80203

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser
Name: Matheson for Congress 2012
Demographic: HH
Product Codes: US Congress
Priority: P-3
Revenue Codes: AGY, POL-CAND, GEN

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/29/12	10/31/12	2	\$750.00	\$637.50

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
November 2012	2	\$750.00	\$637.50	0.00
Totals	2	\$750.00	\$637.50	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Office Accounts			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	KUCW	10/30/12	10/30/12	M-F 6p-630p M-F 6p-630p	CM	6p-630p	-T-----	:30	1	\$300.00	P-3	0.00	NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-T-----			1			\$300.00		0.00			
N 2	KUCW	10/31/12	10/31/12	M-F 630p-7p M-F 630p-7p	CM	630p-7p	--W----	:30	1	\$450.00	P-3	0.00	NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	--W----			1			\$450.00		0.00			
													Totals	2	\$750.00